

# PRESS RELEASE

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## UNITED ARTS EXCEEDS COLLABORATIVE CAMPAIGN GOAL FOR THE 9<sup>th</sup> YEAR IN A ROW!

**ORLANDO, Fla. — MAY 14, 2018** — United Arts of Central Florida announced today that the 2018 *Collaborative Campaign for the Arts* raised more than **\$2.07 million** for local arts, science and history organizations. United Arts surpassed its goal by more than \$70,000, making this the ninth consecutive year to exceed the fundraising goal for this annual campaign. During this intensive three-month campaign, United Arts partners with the area's cornerstone cultural providers to collectively raise funds for arts and culture in Central Florida.

**United Arts Board Chair Kate Wilson** said, "It is always inspiring to see how invested Central Florida residents are in the arts and cultural community through their participation with the *Collaborative Campaign*. Many donors were aware of the recent state budget cuts and increased their donations to help offset this deficit. The generosity and compassion in this region never cease to make me proud."

The success of the *2018 Collaborative Campaign for the Arts* could not have come at a better time. Between the financial hardships that many cultural groups are still recovering from, following Hurricane Irma and the recently announced state budget cuts of 94 percent to arts grants, this year has been difficult on local cultural organizations. While the state budget cuts have not immediately taken effect, local arts organizations are trying to prepare their budgets for this drastic, and successive, loss of government support. However, through the campaign donations from individuals, corporations, foundations, Board members and workplace giving, it was evident that local arts and culture organizations are not only supported but are appreciated within the Central Florida region.

"It is so encouraging to see how passionate and invested the local community feels toward the arts," said **United Arts Development Committee Chair Leslie McClelland** regarding the 2018 *Collaborative Campaign*. "Central Florida has undergone such a positive surge in culture and we get to experience it through the creativity and liveliness of our communities. In the face of extreme state budget cuts to arts grants, Central Florida residents have really proven their support of the arts and pride in the region by contributing to the *Collaborative Campaign*."

During the three-month campaign, United Arts partnered with 14 of the area's largest arts, science and history organizations. Many donors earmarked their contributions for one or more of these cultural partners (see list below) and saw their **gifts matched by 15 percent** by United Arts. Additionally, gifts to United Arts' *Arts for ALL* Fund support more than 60 local nonprofits including the campaign partners, through an annual grant process.

As a result of this campaign, Central Florida's arts, science and history organizations continue to share their rich and varied programming. United Arts' most recent figures indicate that cultural providers and

grantee organizations bring 2.7 million cultural experiences to Central Florida, including 910,000 K-12 student experiences.

“I am grateful for every single donor who contributed to the 2018 *Collaborative Campaign for the Arts*,” said **Flora Maria Garcia, president and CEO of United Arts**. “Whether the donations were designated to the 14 campaign partners or to United Arts’ *Arts for ALL* Fund, these funds will make a significant impact in our local community. I am constantly in awe of the progressive and rich experiences that our arts and cultural organizations have been producing. It is because of the continued support of donors that the cultural community is able to flourish. So, once again, many thanks to everyone who made this campaign a success.”

**The complete list for United Arts 2018 *Collaborative Campaign for the Arts* fund designations are:**

1. Art & History Museums - Maitland
2. Bach Festival Society of Winter Park
3. Crealdé School of Art
4. Downtown Arts District/CityArts Factory
5. Enzian
6. Garden Theatre
7. Orange County Regional History Center
8. Orlando Ballet
9. Orlando Fringe
10. Orlando Museum of Art
11. Orlando Philharmonic Orchestra
12. Orlando Repertory Theatre
13. Orlando Science Center
14. Orlando Shakespeare Theater
15. *Arts for ALL* Fund–United Arts’ grant fund to 60+ cultural providers

**About United Arts of Central Florida**

United Arts is a collaboration of individuals, businesses, governments and school districts, foundations, arts and cultural organizations, and artists. Its mission is to enrich communities by investing in arts, science and history. United Arts serves residents and visitors in Lake, Orange, Osceola and Seminole counties through more than 60 local arts, science and history organizations. It raises and distributes funds for these cultural groups and provides management, administrative and advisory services. Since 1989, United Arts has invested more than \$145 million in Central Florida’s arts and culture.

For more information, visit <http://www.UnitedArts.cc> or call 407.628.0333. Please email [FloraMaria@UnitedArts.cc](mailto:FloraMaria@UnitedArts.cc) for comments or inquiries. You can follow United Arts of Central Florida on [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#).

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